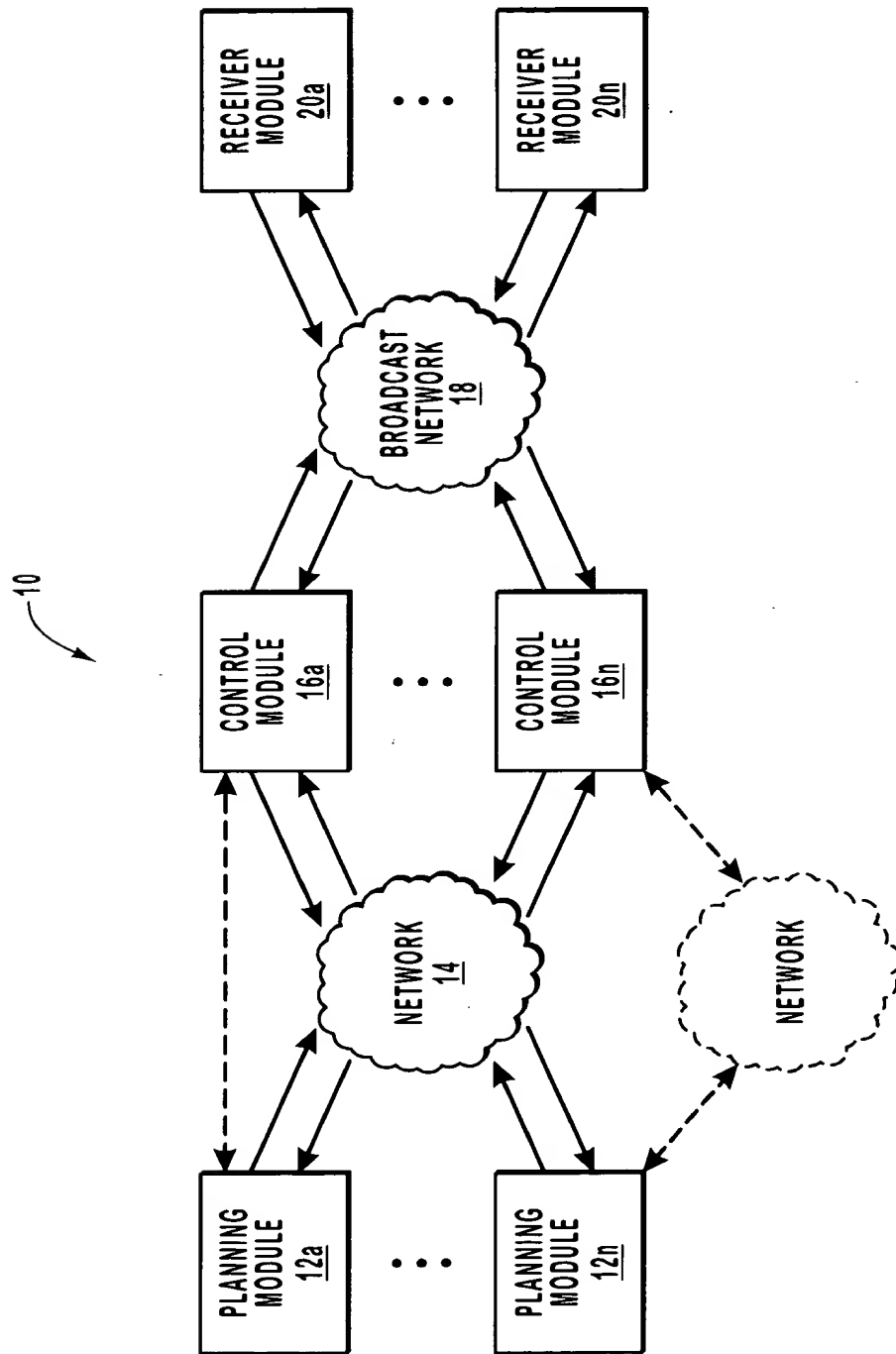


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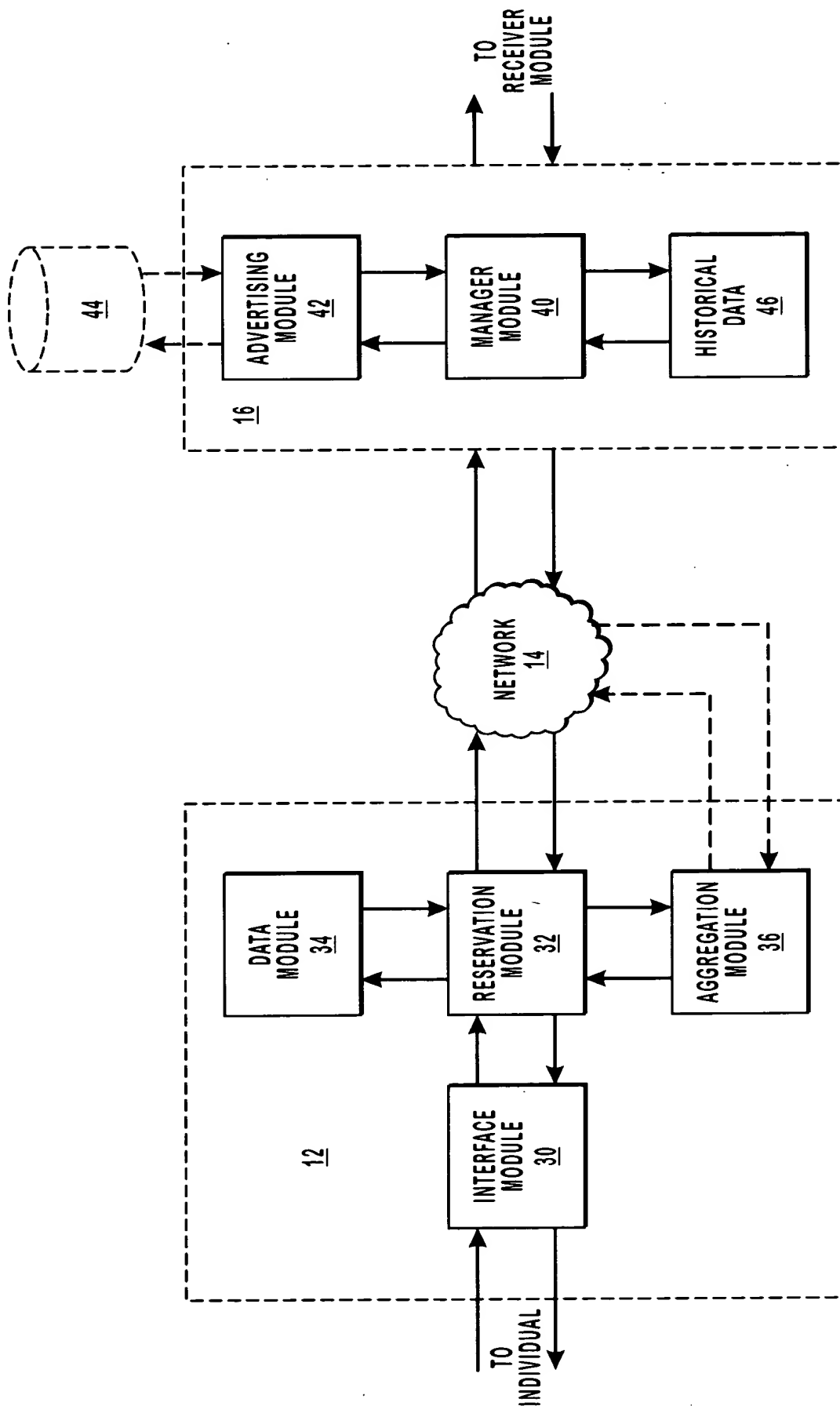


FIG. 2

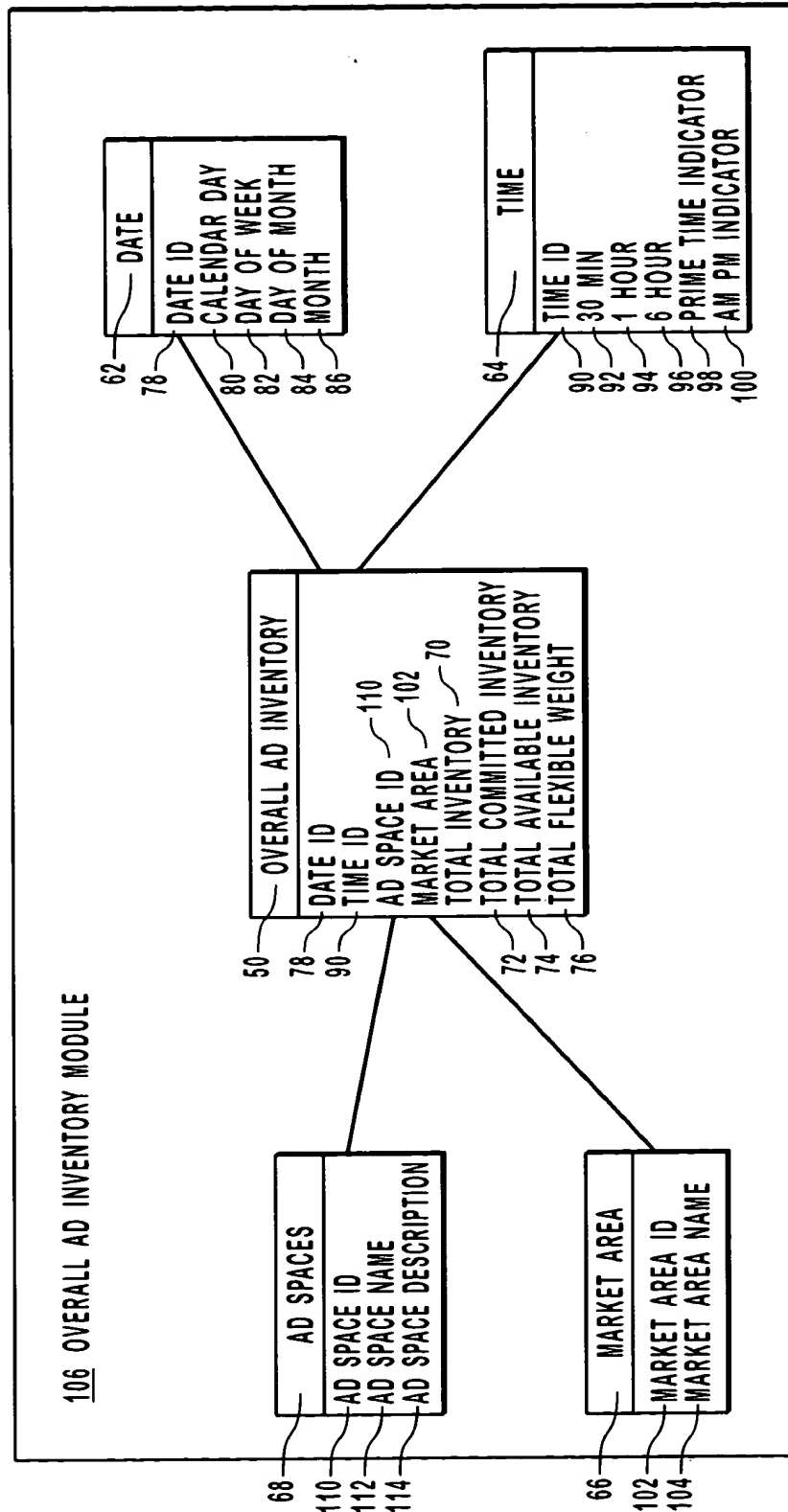


FIG. 3

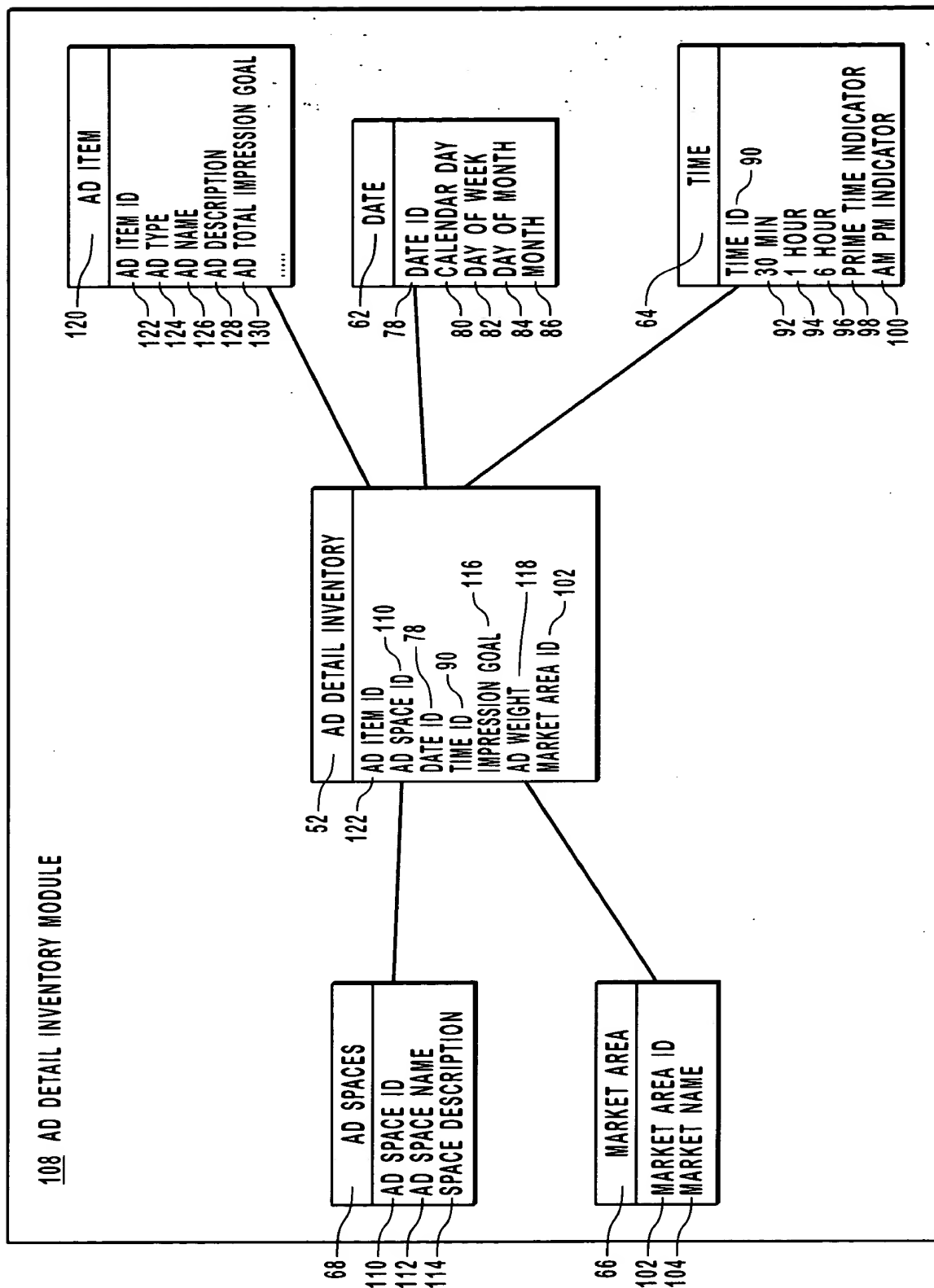


FIG. 4

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FIG. 5

Ad Planning

File Edit View Favorites Tools Help

Back Forward Stop Search History Address <http://localhost/adtool/default.asp> Go

**AD PLANNING PROTOTYPE:**

View Inventory 174 Check Availability 172 Book Ad 178

Start Date: 04/02/2001 180 End Date: 04/03/2001 182

From: 18:00 184 To: 20:00 185

Available Market Area:

BILLINGS  
BILOXI-GULFPORT  
BINGHAMTON  
BIRMINGHAM (ANN AND TUSC)  
BLUEFIELD-BECKLEY-OAK HILL

Ad Space: All 192

Go 194

Selected Market Area:

Boston 190

View Inventory 196

Market Area: Ad Space  
BOSTON All Page Group

Time 1 Hour Time  
18:00 19:00

Date	Total Inventory	Total Committed Inventory	Total Available Inventory	Total Flexible Weight	Total Inventory	Total Committed Inventory
04/02/2001	35	31	4	11	39	0
04/03/2001	25	0	25	100	33	2
Grand Total	60	31	29	48	72	2

Done Internet

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FIG. 6

AD PLANNING PROTOTYPE:

Back Home Search Favorites History Address <http://localhost/adtool/default.asp> Go

View Inventory Check Availability Book Ad

Start Date: 04/02/2001 End Date: 04/03/2001

From: 18:00 To: 20:00

Available Market Area:

BILLINGS  
BILOXI-GULFPORT  
BINGHAMTON  
BIRMINGHAM (ANN AND TUSC)  
BLUEFIELD-BECKLEY-OAK HILL

Selected Market Area:

Boston

Ad Space: All Ad Type: Committed

Impression Goal: 100 Computed Ad Weight: 0.757575

Go

View Inventory

Market Area: Ad Space: All Page Group: Time 1 Hour Time

BOSTON

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory	Total A
04/02/2001	35	4	23	39	39	26	43
04/03/2001	25	25	17	33	31	22	56
Grand Total	60	29	40	72	70	40	99

Grand Total

Done 222 227a 224 227b 226 227c 228a 228b Internet 228b

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FIG. 7

**AD PLANNING PROTOTYPE:**

View Inventory | Check Availability | Book Ad

Start Date: 04/02/2001 | End Date: 04/03/2001

From: 18:00 | To: 20:00

**Available Market Area:**

BILINGS  
 BILOXI-GULFPORT  
 BINGHAMTON  
 BIRMINGHAM (ANN AND)  
 BLUEFIELD-BECKLEY-OKLAHOMA

**Selected Market Area:**

Ad Space: All | Ad Type: Committed

Impression Goal: 100 | Total Inventory: 132 | Computed Ad Weight: 0.757575

**Available Market Area Table:**

Date	Total Inventory	Requested Inventory	Total Available Inventory	Total Inventory	Requested Inventory	Total Available Inventory	Grand Total
04/02/2001	35	4	39	39	26	74	43
04/03/2001	25	25	31	31	22	58	56
Grand Total	60	29	70	70	40	132	99

**Time 1 Hour Time:** 18:00 | 19:00

**View Inventory Table:**

Market Area	Ad Space	All Page Group
BOSTON	All Page Group	

**Done** | **Internet**

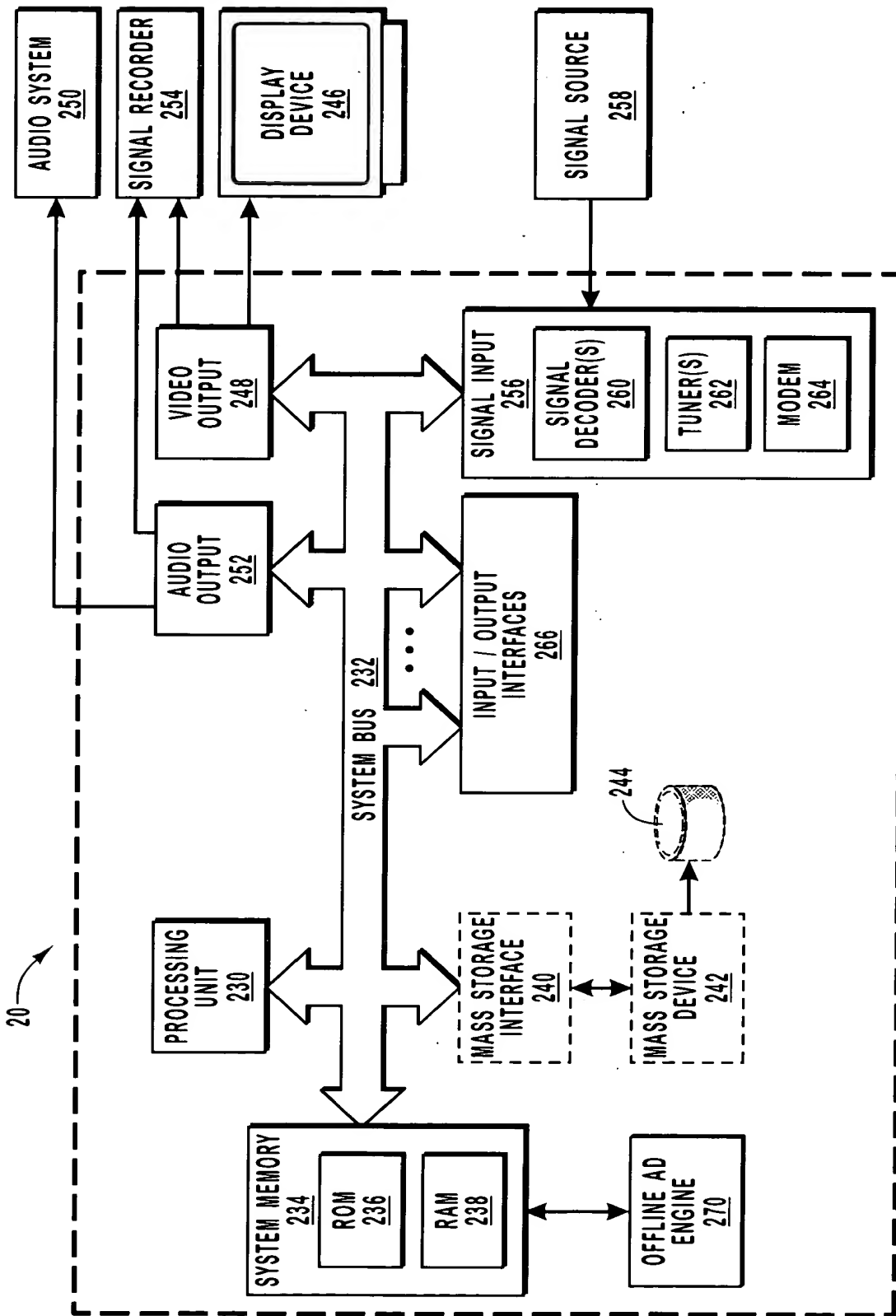


FIG. 8



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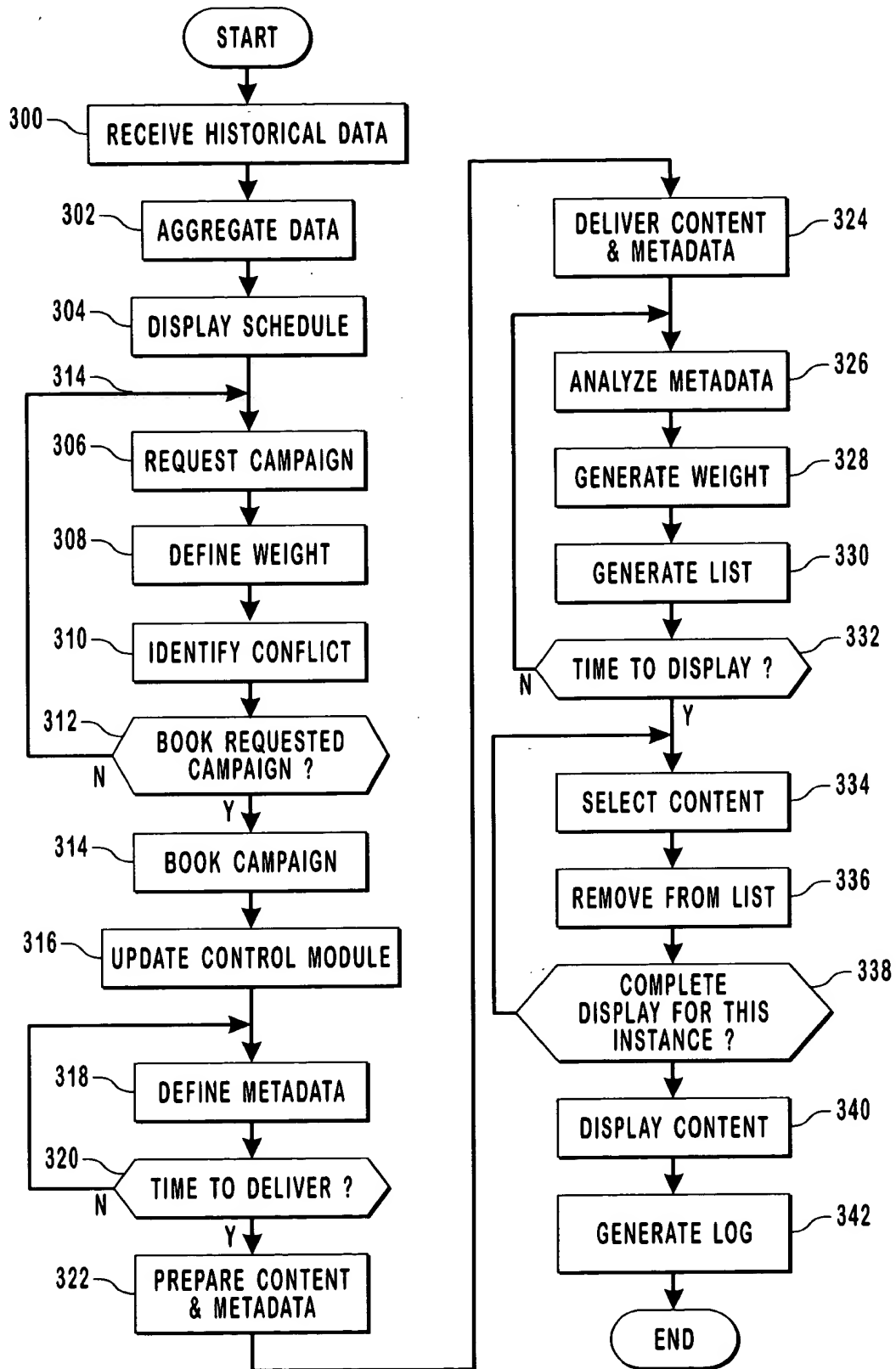


FIG. 9